

SEAT UK SIGNS SIGNIFICANT TWO-YEAR DEAL TO SPONSOR ITV MYSTERY DRAMA

Friday 1 July, 2016

- SEAT signs two-year deal to sponsor ITV's Mystery Drama, starting on 2nd July 2016
- Deal marks start of SEAT UK's largest ever marketing campaign, tied in with market launch of four new models over next 18 months

SEAT today announces a new partnership which will see the Barcelona-based car manufacturer become the sponsor of ITV's mystery dramas for the next two years.

It is the first time that SEAT has sponsored programming on one of the UK's best-known broadcasters, and will include prime-time dramas such as Vera and Broadchurch.

The sponsorship idents have been created by MullenLowe Profero and are tailored to reflect each of the headline dramas, with a brief to showcase the marque's world-class engineering and hi-tech features available across its range.

Andrew Tracey, Head of Marketing SEAT UK, said: "These are really exciting times for SEAT, with our largest ever product offensive, including the launch of our eagerly-awaited first SUV, Ateca, in September. So, it's a great time for us to be investing in wide-reaching media, including one of the calibre of ITV."

Bhav Chandrani, ITV Controller of Sponsorship Sales, added: "ITV has some fantastic mystery dramas coming up which are sure to keep viewers gripped. I'm really pleased to welcome SEAT as a new sponsor to ITV."

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